

# LIQUOR DEPOT

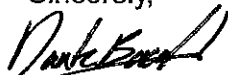
May 25, 2016

To the Honorable Senators on the Transportation Committee:

I am writing today to share my support for Senate Bill 953. Specifically, the section relating to trimming of the vegetation along Eight Mile Road. I am one of the owners and operators of Liquor Depot which is located at 21559 W 8 Mile Rd, **Detroit**, MI. In the past we have used billboards to drive in business from the local community towards our store. This used to be a very effective strategy for us until the vegetation grew to a point where our boards were nearly completely obstructed. One particular example where I felt my business was harmed by the vegetation was when I bought billboards along Eight Mile near the intersection of 8 mile and Lasher Road (see attached photos of ad campaign). I made the choice of purchasing billboards on Eight mile and Lasher because I could use them to direct traffic towards my store. I initially found that the vegetation was blocking most of the board, and I benefited very little from the boards. As the vegetation grew, I found that the boards were completely obstructed, and my store was unable to benefit at all from the total advertising package. I find that the vegetation along the corridor puts me at a distinct disadvantage against my competitors in the region because I cannot use the billboards to my advantage. I do fully believe in and have seen the success that they can provide a store like my own when they can be seen. As I can't speak for other store owners and billboard advertisers along Eight Mile, I believe that visible advertising would help drive business to shops along the road and, in turn, that gained business would lead to a large benefit to the state in terms of taxable dollars. It would also help to ensure the growth of businesses along the road since they would be able to use advertising to grow their consumer base.

In summary, I support the section of Senate Bill 953, specifically the section relating to the trimming of vegetation because it would give businesses the chance to use billboard advertising in a way that would benefit the business community.

Sincerely,



Dante Bacall

